

**GOVERNMENT OF TELANGANA
ABSTRACT**

Telangana State - Bathukamma Festival – Release of amounts to the agencies involved with Promotion of Bathukamma State Festival – Release of an amount of Rs.40,39,964/- (Rupees Forty Lakhs Thirty Nine Thousand Nine Hundred and Sixty Four Only) - Sanctioned – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 151

Dated:01-11-2014

Read the following:-

1. Memo No.1222/PRO/PMU/2014, of YAT & C (PMU) Department, Dated: 16-10-2014.
2. Proceedings of the Director, Department of Language & Culture, Telangana, Hyderabad, Dated:21-10-2014.
3. Letter No.206/C/2014, Dated: 30-10-2014 from the Director, Department of Culture, Hyderabad.

ORDERS:

Bathukamma Festival was organized in very grand way and was given the status of State Festival by the Government and the celebrations for Bathukamma Festival was organized from 24th September 2014 to 02nd October 2014.

2. Coinciding with the festival, Tourism Department, Government of Telangana have released advertisements on Bathukamma Festival in various newspapers and other media, besides executing the works relating to the gala closing ceremony held on 02nd October 2014 works including to the printing of invitations, ID Cards, Envelopes, Car Passes, Information Brochure on Bathukamma Festival, erection of temporary hoardings at various strategic points within Hyderabad and Metropolitan cities and hiring charges to the PR Agency for giving wide publicity and coverage in all electronic channels of the country.

3. In the reference 1st read above, memo was issued to the Director, Department of Culture for release of the amounts to various agencies towards the promotion of Bathukamma State Festival.

4. In the reference 2nd read above, the Director, Department of Culture has released the payments by way of Cheque bearing no.054113, Dated: 25-10-2014 amount to Rs.40,39,964/- (Rupees Forty Lakhs Thirty Nine Thousand Nine Hundred and Sixty Four Only) the same was deposited in Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department for the following item of works and requested the Government to release the amounts to the agencies as detailed below:

Sl.No.	Particulars	Amount
1.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards advertisement in "Deccan Chronicle" Newspaper	Rs.10,21,200/-
2.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards advertisement in "Indian Express" North and West Editions and "Indian Express" South Edition.	Rs.6,00,000/-
3.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards printing of Invitation Cards for Bathukamma Festival.	Rs.1,59,600/-
4.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards printing of Car Pass for Bathukamma Festival	Rs.47,250/-

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Sl.No.	Particulars	Amount
5.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards printing of I.D Cards in (3 colour) for Bathukamma Festival.	Rs.31,500/-
6.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards re-printing of Envelopes and Car pass for Bathukamma Festival.	Rs.36,750/-
7.	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad - Towards printing and supply of Pamphlets for closing ceremony of Bathukamma Festival.	Rs.13,650/-
8.	M/s. Sweldor Communications Pvt., Ltd., Hyderabad - Towards display of Telangana Tourism (Bathukamma Campaign) at Shaikpet (Foot over Bridge)	Rs.1,68,540/-
9.	M/s. Sweldor Communications Pvt., Ltd., Hyderabad - Towards display of Telangana Tourism (Bathukamma Campaign) at Shamshabad Airport	Rs.13,65,174/-
10.	M/s. Sweldor Communications Pvt., Ltd., Hyderabad (Bathukamma Campaign) at Bus Shelters at Secunderabad and Hyderabad. Printing)	Rs.34,500/-
11.	M/s. Genesis Burson-Marsteller, Hyderabad, Towards PR Service of Telangana Tourism (Bathukamma Campaign)	Rs.5,61,800/-
	TOTAL	Rs.40,39,964/-

5. Government after careful examination of the matter, hereby agrees to release the amount of Rs.40,39,964/- (Rupees Forty Lakhs Thirty Nine Thousand Nine Hundred and Sixty Four Only) to the agencies as detailed above in Para (4) duly deducting the TDS as applicable to the agencies as per the IT Act.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at Para – 5 above and disburse the same to the agencies as detailed in Para (4). The following are bank details of the agencies:

Name of the Agency	:	M/s. Touchstone Advertising Pvt., Ltd., Hyderabad
Bank Name	:	Bank of Baroda
Branch Name	:	Banjara Hills Branch
Account No.	:	26610200000060
IFSC Code	:	BARB0PBBHYD
PAN No.	:	AABCT0849G
Name of the Agency	:	M/s. Sweldor Communications Pvt., Ltd., Hyderabad
Bank Name	:	Bank of Baroda
Branch Name	:	Banjara Hills
Account No.	:	266102000000328
IFSC Code	:	BARB0PBBHYD
PAN No.	:	AAHCS8968B

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Name of the Agency	:	M/s. Genesis Burson-Marsteller, Hyderabad
Bank Name	:	CITI Bank
Branch Name	:	Jeevan Bharti Building Connaught Circus, New Delhi 110001
Account No.	:	0520273018
IFSC Code	:	CITI00000002
PAN No.	:	AABCG6097R

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

B.P. ACHARYA
 PRINCIPAL SECRETARY TO GOVERNMENT (T&C)

To
 M/s. Touchstone Advertising Pvt., Ltd., Hyderabad.
 M/s. Sweldor Communications Pvt., Ltd., Hyderabad.
 M/s. Genesis Burson-Marsteller, Hyderabad.
 The Assistant Secretary to Government & Drawing and Disbursing Officer,
 YAT & C Department.
 The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.

Copy to:
 The YAT & C (PMU - Claims) Department.
 SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER